

CONTRACT

WOIO
 1717 East 12th Street
 Cleveland, OH 44114
 (216) 771-1943

Contract / Revision 830940 /		Alt Order #
Product OH US SEN JOSH MANDEL OCT 2-OCT 9 TV		
Contract Dates 10/02/12 - 10/09/12		Estimate # 2795
Advertiser Mandel, J/US Senate/R		Original Date / Revision 10/01/12 / 10/01/12
Billing Cycle EOM/EOC	Billing Calendar Broadcast	Cash/Trade Cash
Station WOIO	Account Executive House WOIO/WUAB	Sales Office Cleveland Local
Special Handling Cash In Advance		
Demographic Adults 35+		
IDB#	Advertiser Code	Product Code
Agency Ref		Advertiser Ref

And:

Strategic Media Placement.
 7669 Stagers Loop
 Delaware, OH 43015

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
N 1	WOIO	10/02/12	10/05/12	Action News at 6a	6-7a		:30			NM	4	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/01/12	10/07/12	-TWTF--				4	\$150.00			
N 2	WOIO	10/08/12	10/09/12	Action News at 6a	6-7a		:30			NM	2	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/08/12	10/14/12	MT-----				2	\$150.00			
N 3	WOIO	10/06/12	10/06/12	Sat Early Show	9-11a		:30			NM	1	\$125.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/01/12	10/07/12	-----S-				1	\$125.00			
N 4	WOIO	10/07/12	10/07/12	CBS Sunday Morning	9-1030a		:30			NM	1	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/01/12	10/07/12	-----S				1	\$2,000.00			
N 5	WOIO	10/07/12	10/07/12	Face the Nation	1030-11a		:30			NM	1	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/01/12	10/07/12	-----S				1	\$3,000.00			
N 6	WOIO	10/02/12	10/04/12	Action News at Noon	12-1230p		:30			NM	2	\$950.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/01/12	10/07/12	-T-T---				2	\$475.00			
N 7	WOIO	10/08/12	10/08/12	Action News at Noon	12-1230p		:30			NM	1	\$475.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/08/12	10/14/12	M-----				1	\$475.00			
N 8	WOIO	10/02/12	10/05/12	Action News at 5p	5-6p		:30			NM	4	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/01/12	10/07/12	-TWTF--				4	\$1,500.00			
N 9	WOIO	10/08/12	10/09/12	Action News at 5p	5-6p		:30			NM	2	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/08/12	10/14/12	MT-----				2	\$1,500.00			
N 10	WOIO	10/02/12	10/04/12	Action News at 6p	6-630p		:30			NM	3	\$7,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/01/12	10/07/12	-TWT---				3	\$2,500.00			
N 11	WOIO	10/09/12	10/09/12	Action News at 6p	6-630p		:30			NM	1	\$2,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions.

This station does not discriminate in advertising contracts on the basis of race or ethnicity. Any provision in any order or agreement for advertising that purports to discriminate on the basis of race or ethnicity, even if handwritten, typed or otherwise made a part of a particular contract, is hereby rejected.



WOIO
1717 East 12th Street
Cleveland, OH 44114
(216) 771-1943

<u>Contract / Revision</u> 830940 /		<u>Alt Order #</u>
<u>Contract Dates</u> 10/02/12 - 10/09/12	<u>Product</u> OH US SEN JOSH MAN	<u>Estimate #</u> 2795
<u>Advertiser</u> Mandel, J/US Senate/R		<u>Original Date / Revision</u> 10/01/12 / 10/01/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount	
												Totals	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/08/12	10/14/12	-T-----				1	\$2,500.00				
N 12	WOIO	10/02/12	10/05/12	M-F 7-730p	7-730p		:30			NM	4	\$18,000.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/01/12	10/07/12	-TWTF--				4	\$4,500.00				
N 13	WOIO	10/08/12	10/09/12	M-F 7-730p	7-730p		:30			NM	2	\$9,000.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/08/12	10/14/12	MT-----				2	\$4,500.00				
N 14	WOIO	10/02/12	10/05/12	Action News at 11p	11-1135p		:30			NM	4	\$12,000.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/01/12	10/07/12	-TWTF--				4	\$3,000.00				
N 15	WOIO	10/08/12	10/09/12	Action News at 11p	11-1135p		:30			NM	2	\$6,000.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/08/12	10/14/12	MT-----				2	\$3,000.00				
N 16	WOIO	10/03/12	10/05/12	Action News at Noon	12-1230p		:30			NM	2	\$1,000.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/01/12	10/07/12	--W-F--				2	\$500.00				
N 17	WOIO	10/03/12	10/05/12	Action News at 6p	6-630p		:30			NM	2	\$1,350.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/01/12	10/07/12	--W-F--				2	\$675.00				
N 18	WOIO	10/07/12	10/07/12	Lt Su Action News at 11p	11p-2a		:30			NM	1	\$550.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/01/12	10/07/12	-----S				1	\$550.00				
N 19	WOIO	10/03/12	10/05/12	Action News at 5p	5-6p		:30			NM	2	\$1,000.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/01/12	10/07/12	--WTF--				2	\$500.00				
N 20	WOIO	10/06/12	10/06/12	Sat Early Show	9-11a		:30			NM	1	\$100.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/01/12	10/07/12	-----S-				1	\$100.00				
N 21	WOIO	10/02/12	10/05/12	Syndicated Barter	3-4p		:30			NM	3	\$450.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/01/12	10/07/12	-TWTF--				3	\$150.00				
N 22	WOIO	10/02/12	10/02/12	Tue Hour 3	10-11P		:30			NM	1	\$1,575.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/01/12	10/07/12	-T-----				1	\$1,575.00				
Totals											46	\$77,475.00	

Time Period	# of Spots	Gross Amount	Net Amount
10/01/12 - 10/09/12	46	\$77,475.00	\$65,853.75
Totals	46	\$77,475.00	\$65,853.75

Signature: _____ Date: _____

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions.

This station does not discriminate in advertising contracts on the basis of race or ethnicity. Any provision in any order or agreement for advertising that purports to discriminate on the basis of race or ethnicity, even if handwritten, typed or otherwise made a part of a particular contract, is hereby rejected.

CBS 19 WOIO

fax 216.515.7152



Preempt:						Makegood:					
Date	Time	Show	Rate	Freq.	Total	Date	Time	Show	Rate	Freq.	Total
9/3	11A-12P	Price Is Right ✓	525	1	525	10/1-10/5	12-12:30P 9	Action News ✓	500	2	1000
9/3	12-12:30P	Action News ✓	475	1	475	10/1-10/5	6-6:30P 9	Action News ✓	675	2	1350
9/3 & 9/7	12-30-2P	CBS Soaps ✓	600	2	1200	10/7	11P-12A 9	Action News ✓	550	1	550
9/3	5-6P	Action News ✓	500	1	500	10/1-10/5	5-6P 9 9	Action News ✓	500	2	1000
9/7	6-6:30P	Action News ✓	700	1	700	10/6	9-11A 9	CBS Sat Early Show ✓	100	1	100
9/9	6:30-7P	Action News ✓	500	1	500	10/1-10/5	3-4P 9	Millionaire / Jeopardy	150	3	450
9/1	9-11A	CBS Sat Early Show ✓	100	1	100	10/2	10-11P 9	Vegas	1575	1	1575
8/28-8/30	11A-12P	Price Is Right ✓	525	3	1575						
9/16	10:30-11:30A	Face The Nation ✓	450	1	450						
					\$ 6,025						\$ 6,025

9/3, 9/7 & 9/9 Pre-emptions were due to U.S. Open Tennis running on CBS. 9/1 Pre-emption was due to NCAA Football Sat Morning on CBS

Accepted by:

Whether to purchase available inventory.

Whether to purchase (attached)

10/1/12

Morley, Renee

From: Whitney Eversole [WEversole@strategicmediaplacement.com]
Sent: Monday, October 01, 2012 3:24 PM
To: Morley, Renee
Subject: RE: Josh Mandel MGs April.xls

This is ok, sending new order in 5

From: Morley, Renee [<mailto:RMorley@woio.com>]
Sent: Monday, October 01, 2012 3:04 PM
To: Whitney Eversole
Subject: FW: Josh Mandel MGs April.xls
Importance: High

Whitney, I am resending this makegood offer. I didn't hear back from you on these. I'm guessing maybe because Mandel is not currently on the air with us.

We did receive new copy today. Just want to make sure I'm not missing anything.

Thanks Whitney!

Renee Morley
General Sales Manager
WOIO & WUAB TV
216-367-7216
215-515-7152



From: Morley, Renee
Sent: Friday, September 21, 2012 3:02 PM
To: 'Whitney Eversole'
Subject: Josh Mandel MGs April.xls
Importance: High

Whitney,

I apologize I am late with these make-good offers. Things are a little crazy as you can imagine. Most pre-emptions were due to program changes noted on the bottom of the make-good form.

Please advise if these are acceptable. Thanks so much!

Renee Morley
General Sales Manager
WOIO & WUAB TV
216-367-7216



JOSH MANDEL

830 490

Revision #: 0 Date: 10/1/2012

Client: OH- US SEN- JOSH MANDEL- 2012 Estimate: 2795
Media: TV Description: OH US SEN JOSH MANDEL OCT2-OCT 9 TV
Product: GENERAL Flight Start Date: 10/2/12 5:00:00 AM
Market: Cleveland Flight End Date: 10/9/12 4:59:00 AM

Separation between spots: 10

Handwritten signature/initials
10/11

Line No	Daypart Program	Daypart Code	STN Gross	STN Net	Days										Total Spots
					Dur	Tue 10/2	Wed 10/3	Thu 10/4	Fri 10/5	Sat 10/6	Sun 10/7	Mon 10/8	Tue 10/9		
WOIO-TV															
102	MTuWThF 6:00a-7:00a ACTN NWS-MORN<	4 EM	\$150.00	\$127.50	30	1	1	1	1	0	0	1	1	6	
103	Sa 9:00a-11:00a SAT ER SHW-CBS	9 WK	\$125.00	\$106.25	30	0	0	0	0	1	0	0	0	1	
104	Su 9:00a-10:30a SUNDAY MRN-CBS	2 WK	\$2,000.00	\$1,700.00	30	0	0	0	0	0	1	0	0	1	
105	Su 10:30a-11:00a FACE NATN-CBS	2 WK	\$3,000.00	\$2,550.00	30	0	0	0	0	0	1	0	0	1	
106	MTuWThF 12:00p-12:30p ACTN NWS-NOON<	9 DT	\$475.00	\$403.75	30	1	0	1	0	0	0	1	0	3	
107	MTuWThF 5:00p-6:00p ACTN NWS-5 PM<	2 EN	\$1,500.00	\$1,275.00	30	1	1	1	1	0	0	1	1	6	
108	MTuWThF 6:00p-6:30p ACTN NWS-SIX<	2 EN	\$2,500.00	\$2,125.00	30	1	1	1	0	0	0	0	1	4	
109	MTuWThF 7:00p-7:30p WHEEL	2 PA	\$4,500.00	\$3,825.00	30	1	1	1	1	0	0	1	1	6	
110	MTuWThF 11:00p-11:35p ACTN NWS-ELEVN<	2 LN	\$3,000.00	\$2,550.00	30	1	1	1	1	0	0	1	1	6	
Total Spots:					6	5	6	4	1	2	5	5	34		
Total Cost:			\$71,450.00	\$60,732.50											
Total			OCT 12	\$71,450.00	\$60,732.50										
			34												



JOSH MANDEL

Revision #: 0 Date: 10/1/2012

Client: OH- US SEN- JOSH MANDEL- 2012 Estimate: 2795
Media: TV Description: OH US SEN JOSH MANDEL OCT2-OCT 9 TV
Product: GENERAL Flight Start Date: 10/2/12 5:00:00 AM
Market: Cleveland Flight End Date: 10/9/12 4:59:00 AM

Separation between spots: 10

Line No	Daypart Program	Daypart Code	STN Gross	STN Net	Days							Total Spots	
					Dur	Tue	Wed	Thu	Fri	Sat	Sun		Mon
					10/2	10/3	10/4	10/5	10/6	10/7	10/8	10/9	

WOIO-TV

Signature: _____

Disclaimer:



Summary by Station/System

Date: 10/1/2012

Client: OH-US SEN- JOSH MANDEL- 2012 Estimate: 2795

Media: TV

Description: OH US SEN JOSH MANDEL OCT2-OCT 9 TV

Product: GENERAL

Flight Start Date: 10/2/12 5:00:00 AM

Market: Cleveland

Flight End Date: 10/9/12 4:59:00 AM

Separation between spots: 10

Station	Total Spots	STN Gross	PCT	STN Net	PCT
WOIO-TV	34	\$71,450.00	100%	\$60,732.50	100%
Market Total:	34	\$71,450.00		\$60,732.50	